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SURECROP



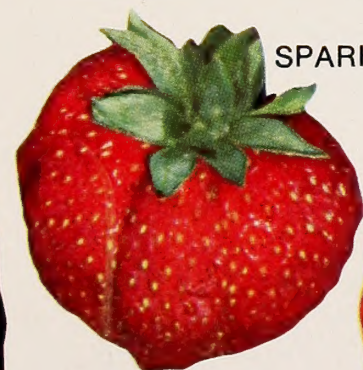
POCAHONTAS



CATSKILL

ALLEN'S

83rd BOOK OF BERRIES



SPARKLE

FAIRFAX



EARLIDAWN

1885

83
YEARS

1968

DH Scott

SUNRISE
See Page 5



ALLEN'S PLANTS / *Standard of the Industry for 83 Years*



THE PLANT SITUATION - 1968

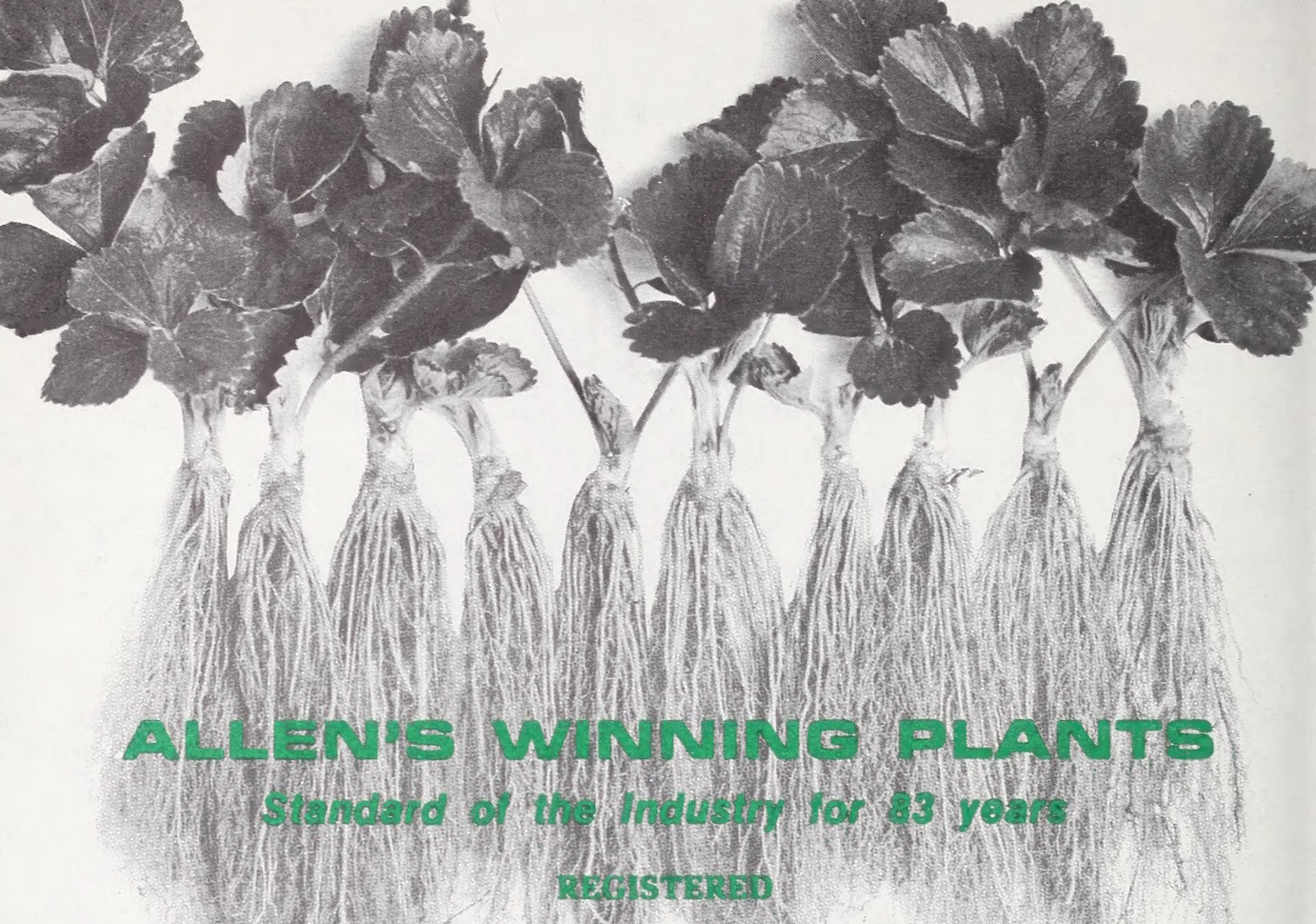
Moisture was abundant throughout the entire growing season except for a brief period in late spring. We expect to have all varieties in ample quantities this year.

Costs of production — primarily labor and supplies — continue to plague us as they do most people in business so that, regretfully, we have found it necessary to raise our prices for the second time in four years.

Registered plants. No single step you can take is more important than knowing you have the best plants available. ALLEN'S WINNING PLANTS give you a "headstart" in your berry project.

Order early. This helps us plan our work to serve you best. The varieties you want may be dug while thoroughly dormant and reserved for you.





ALLEN'S WINNING PLANTS

Standard of the Industry for 83 years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. They are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Provide a screen house as a source of indexed virus free plants.
2. All planting stock must be used from virus free sources and must be kept virus free. This requires 12 to 14 dustings to kill the aphid which is the carrier of virus organism.
3. This superior virus free stock must be grown in isolation from other plants in the neighborhood which are not being dusted or are not virus free.
4. Soil fumigation before setting of plants and fumigation twice during the growing season to eliminate nematodes. Allen's fields all have three fumigations to give you superior plants.
5. Abundant plant food, reinforced with a minor element mixture insures that Allen's plants never want for anything.
6. Chlordane is added to the fertilizer to kill ants, cutworms and grubworms.
7. Continuing inspections to make sure that our planting stock and fields are free from red stele and other diseases.

Mr. Allen, I thought you might like to know I bought my first plants from your company, I believe in 1910, and found them very satisfactory. These were in Vermont where I live now and also, I bought several times in Massachusetts, so I would like to start again with some of those wonder plants. I still think they are wonderful. I guess you should agree I know how to raise them, I am now 81 years young and still want some more of those nice berries.

Clarence Boyce, Randolph, Vt.

PICKING THE WINNERS

What's Best by Test!

Varieties	Where Grown	Size	Freezing Quality	Special Features	Page No.
EARLY					
Blakemore	Southern states	Med.	Fair	Firm berries, v.w.r.*	6
Dabreak	La., Gulf states	Med.	Good	Good shipper	6
Dixieland	North and South	Med.	Very good	Firm, good processor	6
Dorsett	Middle states	Med.	Fair	Productive, firm	6
Earlibelle	Southeast	Med.	Very good	Firm, high flavor	7
Earlidawn	North and South	Large	Very good	Frost free, productive	4
Fairfax	North and South	Med.	Poor	High flavor	5
Florida 90	Florida	Large	Poor	Good shipper	7
Headliner	La., Gulf states	Large	Poor	Leaf spot resistant	7
Midland	Northeast	Large	Very good	High flavor	4
Missionary	Florida	Med.	Good	Good shipper	8
Premier	Northeast	Med.	Fair	Frost free, v.w.r.*	8
Redcoat	North and Canada	Med.	Fair	Firm, productive	8
Redglow	Central and North	Large	Very good	High flavor, r.s.r.**	5
Senator Dunlap	North Central	Med.	Fair	Hardy, good flavor	8
Sunrise	Middle states	Med.	Poor	Good flavor, v.w.r.,* r.s.r.**	5
Suwannee	North and South	Large	Fair	High flavor	9
MIDSEASON					
Big Joe	Middle states	Large	Fair	Firm, good shipper	11
Catskill	Northeast	Large	Good	High in Vit. C, v.w.r.*	10
Citation	Kentucky	Large	Very good	Firm	12
Empire	North	Large	Fair	Productive	13
Fairland	Northeast	Large	Good	Productive, r.s.r.**	13
Fulton	North	Med.	Fair	Hardy, firm	12
Midway	North	Med.	Very good	Hardy, r.s.r.**	10
Pocahontas	North and South	Large	Very good	Productive	11
Surecrop	Middle states	Med.	Very good	High vigor, v.w.r.,* r.s.r.**	9
LATE					
Albritton	South	Large	Very good	High quality	15
Armore	Middle states	Med.	Poor	Productive	15
Erie	North	Med.	Fair	Vigorous	16
Fletcher	North	Med.	Good	Good quality	15
Frontenac	North	Large	Very good	Firm and attractive	15
Jerseybelle	Northeast	Large	Poor	Beauty and size	14
Robinson	North	Large	Poor	Productive, v.w.r.*	14
Sparkle	North	Med.	Good	High vigor, r.s.r.**	13
Tennessee Beauty	Middle states	Med.	Very good	Beauty, v.w.r.*	14
VERY LATE					
Ambrosia	North	Large	Fair	Productive	17
Redstar	North	Large	Good	Firm, good flavor	17
Vesper	North	Large	Poor	Productive	16
EVERBEARING					
Ogallala	North Central	Med.	Fair	Hardy, productive	18
Ozark Beauty	North and South	Med.	Fair	Grows well	18
Superfection	North	Med.	Fair	v.w.r.*	18

*Verticillium wilt resistance

**Red stele resistance



WORLD'S FINEST STRAWBERRY SELECTIONS

EARLY VARIETIES

EARLIDAWN

Earliest of all

EARLIDAWN is the greatest of all varieties for its earliness in ripening. Protection of bloom by the short flower stems, produced by vigorous plants, makes it the most frost proof of any variety we know at present. EARLIDAWN plants make adequate runners under satisfactory conditions of soil and moisture. Susceptibility to verticillium wilt and red stele are inherent in this fine variety, however, and where either may be present in the soil, EARLIDAWN is not recommended for planting. Berries are large in size, firm, of fine rather tart flavor, glossy and vivid red. These qualities make EARLIDAWN berries excellent for marketing, table use, freezing and preserving. We vote EARLIDAWN tops for early from North to South!

MIDLAND

Freezing excellence — early — highest quality

For freezing and preserving excellence you can't go wrong with MIDLAND. MIDLAND berries are very early, firm, with bright red color clear through — and of high flavor. The dulling of color when held, however, keeps it from being as great as it could be on the wholesale market

MIDLAND is not a variety we consider free in runner production but under proper care, plants are large and vigorous. Although not fully hardy, MIDLAND has in its favor resistance to leaf spot and leaf scorch.

I just had to write and tell you how beautifully the plants grew that I ordered last year. It was my first venture in raising strawberries and far exceeded my wildest expectations. I did not lose a single one and they are big, beautiful, robust plants.

Mrs. Dudley Spence, Remington, Indiana

FAIRFAX

Deserves the silver spoon treatment

FAIRFAX has just about everything for the grower interested in table fruit. FAIRFAX berries are firm, bright red and beautiful, of good size. They contain the least acid of any of the common varieties, which makes them the most deliciously flavorful for desserts. FAIRFAX berries sell best on the local market since quick picking and handling are necessary to prevent darkening which may result from delays. FAIRFAX is satisfactory in plant production but not prolific — although its flowers produce the most pollen of any. On the score of eating and selling locally, FAIRFAX can't be beat!

REDGLOW

The American beauty

REDGLOW berries are a beautiful shiny red and so attractive that there are no varieties that can top it in beauty and quality. The berries ripen at the same time as Midland and are rated very good for freezing.

Plant growth and runner production under most conditions are quite good. REDGLOW is resistant to the most common strain of red stele and is adapted to the middle states. Earliness and exceptional beauty bring the top dollar for this fine variety.



Allen's vigorous stock of Midland.

SUNRISE

Vigorous plants

The SUNRISE variety has great promise for growers on the watch for an early ripener — well adapted to the Mid-Atlantic states. SUNRISE performs well in runner production, with plants very vigorous. Resistance to verticillium wilt, leaf scorch, mildew, and triple resistance to red stele are strong points in favor of this fine variety.

Berries are glossy, bright red, conic shape, with firm light pink flesh. They are of good dessert quality but not considered excellent for freezing.

Thank you for the shipment of strawberry plants which were received today. As always, your plants arrived in good condition and are strong, healthy plants. I have always been well pleased with the plants which I have purchased from you.

George W. Duke, Maidens, Va.

BLAKEMORE

The Great Southern Shipping and Processing Berry

BLAKEMORE is still the great southern shipping and processing berry. Plants are vigorous and it is sometimes necessary to thin the plants to keep the bed from getting too thick. BLAKEMORE berries are firm, light colored, quite tart in flavor — making them fair for freezing and preserving. Berries run medium to large in size under good conditions — with adequate moisture and no crowding in the beds.

DABREAK

For great production far south

DABREAK has in its parentage the Once Great Klonmore, as well as Headliner. DABREAK was developed for Louisiana growers and fruit from this fine southern variety is attractive in size and color. Berries run large in size, similar to Florida 90 in pointed shape but color is brighter and holds well. DABREAK is excellent for shipping, preserving or freezing. DABREAK has resistance to leaf spot and scorch and this, along with great production of fine berries, makes it a variety well worth trying in the extreme South.

DIXIELAND

Still preferred by many

DIXIELAND has a wide climatic adaptability which extends from Canada to Mexico. The berries are quite tart, light in color, very firm, big and beautiful. They are very popular for shipping and processing and will hold on the vines the best of any variety in our experience.

Leaf variegation (yellows) continues to plague this variety and we control this condition by constant rogueing of our stock. Our stock is virus free but not free from yellows—but we do feel that for the grower who wants DIXIELAND, our stock is the best bet.

DORSETT

Attractive — firm berries

DORSETT is a high quality berry which has many good points and a few bad ones. Certified virus free plants of DORSETT are not available but our stock grows as well as can be expected of a variety that is not virus free. DORSETT is productive, attractive and firm with a quality that is only exceeded by Fairfax and Suwannee. DORSETT is best grown on sites that are free from frosts as it is susceptible to frost injury and there is some difficulty in making the blossoms set fruit. Our present stock will make you an excellent fruiting row.

The 500 Blakemore plants we last bought were the best I have ever bought. We made \$265.00 the first year.
Darwin McMurtry, Thebes, Ill.

EARLIBELLE

A Southern commercial variety

EARLIBELLE was released last year as an early commercial variety for North Carolina and South. Although the season was more toward mid than early with us here in Maryland, results were good and we do not hesitate to recommend EARLIBELLE for its quality berries. Berries are medium large, bright red, glossy and firm, with tart flavor to make them good for processing.

Plant production is good. EARLIBELLE plants are smaller than some varieties in size but run so freely they must be thinned for best production.



FLORIDA 90

High aroma, large fruit

FLORIDA 90, with its vigorous plant production, large fruit size and excellent shipping characteristics, has just about taken over the Florida acreage. Bright red berries and high aroma make this variety extremely popular with Northern trade.

Leaf spot and leaf scorch are still a problem with FLORIDA 90 and we continue to use copper in our spray schedule.

HEADLINER

New and big

HEADLINER is a good producer of leaf spot resistant plants. It is in the early ripening category and replaced the Klonmore variety in the deep South because of heavier production of larger berries. HEADLINER is not well adapted North of Louisiana and one drawback appears to be susceptibility to leaf variegation.

I have been getting strawberry plants from you for 50 years. I am getting too old to grow many. I am 74 years old but I grow a few. Always received good plants, true to name.

John Wm. Hoffmann, St. Louis, Mo.

MISSIONARY

The good grower

MISSIONARY is a parent of many major varieties and while Florida 90 has forged ahead as top grower in Florida, we still have growers asking for the dependable MISSIONARY. It does well on almost all soils and better than most on very light soils.

Berries ripen early, are medium in size, dark red in color, tart in quality and attractive in appearance. Like Florida 90, MISSIONARY is adapted to the climate of Florida and nearby areas only and will produce fruit even in the absence of cold weather.

PREMIER

Frost proof — early

PREMIER (also sold as Howard-17, the original name) is in the parentage of many later and better varieties. The frost hardiness of PREMIER, along with resistance to leaf spot and scorch, as well as high tolerance to virus diseases, made it a leader in sales for years. Its large, bright red, flavorful berries are undoubtedly the reason growers still call for PREMIER plants.

REDCOAT

Firm of flesh

REDCOAT is a very attractive mid-season variety for the North and Canada. Berries are glossy, light red, of large medium size. Firm flesh makes it a good shipper and our growers tell us it is of good dessert quality and fair for processing.

Resistance to mildew is part of REDCOAT's inheritance but it is susceptible to verticillium wilt and leaf spot.

SENATOR DUNLAP

The old standby

For fifty years or more, SENATOR DUNLAP has been an important variety to Northern growers. Its hardiness, wide adaptability, fine flavor and color of berries produced, kept it at the top of the heap for many years. Newer varieties have replaced it in part but SENATOR DUNLAP remains a favorite with those who have grown it over the years. Where hardiness, vigor and fine flavor are the main requisites, SENATOR DUNLAP will fill the bill!

Just a note to tell you the 500 Senator Dunlap I ordered last year look real good this year. I didn't cover them this last winter and even under all the snow they look real good. Your plants are extremely hardy and arrived in excellent condition.

Robert Hanna, Mt. Pleasant, Iowa

SUWANNEE

Superior flavor

A sister of BLAKEMORE and re-introduced for its high flavor. Runner production is good and it is similar to BLAKEMORE in having fine resistance to leaf diseases. Berries are firm, bright red, large in size, glossy and somewhat softer than BLAKEMORE. Superior flavor makes it well worth trying for that taste treat.

MID SEASON VARIETIES



SURECROP

Triple threat to Red Stele

SURECROP is widely adapted from upper South to the North. Plants are vigorous and runners develop freely under almost all conditions. SURECROP berries are glossy, light red, firm of flesh, tart in flavor, of good dessert and freezing quality.

For a sure thing, SURECROP is the variety to set! It is among the most resistant of all American varieties to several strains of Red Stele root rot, leaf spot, leaf scorch, and Verticillium Wilt. In addition, it is drought resistant. An outstanding variety.

Prof. Geo. Slate, N. Y. Agr. Expt. Station, N. Y. in "The Strawberry." I would like to mention the Suwannee variety. It is not new but it is still the best strawberry I have ever tasted, and I have tasted a lot over the years.

CATSKILL

Still the king

Other varieties may advance or wane in popularity but CATSKILL remains "The King" with many growers. CATSKILL's adaptability extends from North Carolina to all Northern states. CATSKILL plants are vigorous, ever so productive, hardy, and resistant to leaf trouble and Verticillium Wilt. CATSKILL berries are large, attractive, fine quality, and loaded with Vitamin C. They are suitable for freezing and do well on local markets. Need we say more?

MIDWAY

Can't be beat

MIDWAY, introduced in 1960, gave growers in the middle states just what they wanted—a mid-season variety with vigor and vitality! Plant growth is extra good on heavy soils or on lighter soils with irrigation. MIDWAY plants have resistance to the common strain of Red Stele, another point to credit. Berry production is above average, with berries medium large, deep red, firm, of good flavor—and excellent for shipping or freezing. All in all, it is not surprising that MIDWAY has nudged other varieties out of the berry picture in some areas.



Dear Sir: I would like to tell you of our experience with your plants. In 1965 we ordered 1,000 Midway and 1,000 Catskill from you. Those plants were in wonderful shape and really took off and started growing. We had a real good stand. Last Spring, on May 10, we had a killing frost with most of our patch in bloom. But, surprisingly enough, the Midway re-bloomed and what a crop we had. Such a nice big berry. We had one quart that held only 19 berries and people really went for them. . . .

Mrs. Lloyd Selig, Scipio, Ind.



Catskill berries from Allen plants

POCAHONTAS

Wide adaptability for good yields

POCAHONTAS has been a sales leader from the upper South through the Midwest for several years. This is partly due to wide adaptability to climate and soil. Growth and vigor of plant production makes it an easy variety to grow. When you add to this feature, excellent yields of large, firm, bright red and rather tart berries that ship or freeze well, then you will begin to realize why POCAHONTAS is still at the top.

BIG JOE

Old but still good

BIG JOE is one of our oldest varieties, not virus free but a vigorous grower anyway. Plants are moderately productive and the berries average large in size. Berries are fairly firm, and a bright red color with an attractive green cap that makes them very showy and easy to sell. BIG JOE is a fairly good shipper. It is somewhat susceptible to late frosts so selection of frosty sites should be avoided. Generally best results have been obtained in the middle states. If you know and like BIG JOE we have beautiful plants for you.

We received the 100 Pocahontas plants Feb. 10th. They were the best I have ever received from any nursery. The tops were so green and they had the best roots. I am ordering 100 of your Redstar plants for late berries. I am proud of your plants. Nell Hamm, Rombauer, Mo.

FULTON

Extra firm, extra good

FULTON was introduced in 1959 as a firm variety well adapted to the Northeast and Central areas. This firmness of FULTON berries is still a major consideration for Northern growers. In addition, any grower will be pleased with appearance, size and flavor of the FULTON berries, which freeze or preserve well. Plant growth is good, with full foliage and free runner production under satisfactory conditions.



A beautiful quart of Fulton

CITATION

Productive — fine for processing

CITATION is a mid-season variety descended from Fairland and Tennessee Shipper and with this parentage, it follows that CITATION is very productive. Berries are firm, deep red and excellent for processing. CITATION has some limitations in that it is not Red Stele resistant and is quite susceptible to mildew. We can tell you more about this variety after fruiting in 1968.

Although much can still go wrong before picking season, we feel fully justified in our decision to buy exclusively from you last year. The top quality of your plants plus irrigation to combat the drought plus some hard work at this end with intensive weeding and successful experimentation with summer mulching produced what at this point appears to be our finest commercial planting in the area. We appreciate your contribution to this result.

Harry A. Johnson, Montgomery, Pa.

EMPIRE

Grow our plants for fine crops

EMPIRE was introduced in 1951 and since then has done well in most of the Northern states. The right climate encourages EMPIRE to make vigorous growth and produce large, bright and attractive berries with fine green caps. While EMPIRE berries are inclined to be less firm than some, close picking and quick handling overcomes this slight handicap and you will find EMPIRE easy to market — and profitable.



Our Empire plants can grow berries like these for you.

FAIRLAND

Good quality

FAIRLAND had Aberdeen and Fairfax for parents and was introduced originally in 1947. It is making a come-back this year, after losing popularity about 1957. For those growers to the North who are looking for a mid-season variety (several days ahead of Sparkle), with Red Stele resistance, a producer of large, good quality berries, we can recommend the old but new FAIRLAND.

LATE VARIETIES

SPARKLE

Superb quality — real money maker

For a late variety in the Northern States, SPARKLE leads the field! SPARKLE plants are so vigorous under good conditions, the bed must be thinned out to prevent overcrowding which may reduce fruit size. Plants are resistant to one strain of Red Stele root disease and the lateness in bearing prevents frost injury. As to the berries, they are superb in quality, rich crimson red and pretty as a picture. SPARKLE berries *really do* sparkle on the vine — and average medium to large in size. They are excellent for freezing or preserving — and are a real money maker on the fresh market.

Several years ago I planted a small patch of strawberries with plants received from you through an order placed by a relative. The variety of plants was your Sparkle. Since that time I have experimented with other varieties, mostly local plant stock, and have come to this conclusion: For my ground growing conditions and taste preference, no other strawberry can equal your Sparkle strawberries!

Wm. Blackman, Niles, Mich.

ROBINSON

Old faithful for size and production

ROBINSON is a late bearing variety best adapted to Northern locations. ROBINSON plants, while small, have the advantage of healthy foliage and can make a good plant bed under almost any conditions. ROBINSON has built-in tolerance to virus diseases. The berries are large (some say the very largest), light red in color and attractive, although not considered firm enough for distant shipment. We have noted that Midway is replacing ROBINSON in some areas but for the Northern grower interested mainly in size, ROBINSON is still the variety to consider.

JERSEYBELLE

Large size berries from vigorous plants

JERSEYBELLE is a great favorite as a late variety in New Jersey and neighboring areas. JERSEYBELLE plants are vigorous and produce runners well. JERSEYBELLE berries are of large average size, good color when picked at proper time, with pretty caps. The skin is somewhat tender and this prevents JERSEYBELLE from being a good distance shipping berry. JERSEYBELLE is not considered particularly good for freezing but berries are excellent for fresh market, pick-your-own, and table use.

TENNESSEE BEAUTY

Bright caps — firm — good shipper

We consider TENNESSEE BEAUTY one of the best varieties for late berries in the middle states. Plants of TENNESSEE BEAUTY are vigorous, making runners freely — calling for some thinning to conserve this vitality for berry production. TENNESSEE BEAUTY has resistance to some foliage diseases, a point to be considered. The berries of TENNESSEE BEAUTY plants are a delight to see, with bright caps topping the medium to large, glossy red fruit. TENNESSEE BEAUTY berries are firm and ship well. They are very good for freezing and preserving. To know it is to like it — and we believe growers who set TENNESSEE BEAUTY this year will feel the same way at time of harvest.

I would just like to tell you how the strawberries I ordered almost five years ago have done. I ordered 100 plants of different kinds for a backyard garden. Well in the last five years they have produced so many strawberries it is fantastic. This past summer they just about wore themselves out. So we decided to turn them in this fall. We are ordering only 50 plants this time because for a backyard garden they will be more than enough. When we ordered 100 we didn't know how many they would produce — well, we found out and were giving them away to the neighborhood. Not one of them died of disease. Many people have asked where the plants came from, so the people around here know about Allens.

Rodney Warley, West Haven, Conn.



EARLIDAWN

See Page 4

OUR TWO BEST EARLY BERRIES



MIDLAND

See Page 4

A photograph of a wooden basket filled with Sparkle strawberries. The strawberries are bright red with green leafy tops, resting on a bed of straw. The basket is partially visible, showing its wooden structure.

SPARKLE

See Page 13

STANDARD OF THE INDUSTRY

W.F.A.

A close-up photograph of several Pocahontas strawberries. They are large, bright red, and have prominent green leafy tops. They are arranged in a cluster, showing their texture and color in detail.

POCAHONTAS

See Page 11



MIDWAY

See Page 10



LEN CO.

SBURY MARYLAND

FOR OVER 80 YEARS

ROBINSON

See Page 14

OZARK BEAUTY

See Page 18



OUR TWO BEST EVERBEARERS



SUPERFECTION

See Page 18

ARMORE

Full of vigor — fine for home garden

The late bearing of ARMORE has made it a popular variety in the middle states. ARMORE has vigor and vitality and runner development is no problem with this variety. ARMORE berries are large in size, irregular in shape, light red and highly flavored. They are sub-acid, however, and this, along with lack of firmness, prevents them from being tops for freezing or preserving. ARMORE is still the one to grow for home garden or roadside stand for those growers in the middle states needing a highly productive late variety.

ALBRITTON

The one with CLASS

ALBRITTON is best adapted to the coastal region of North Carolina and to a limited degree to the coastal areas of Virginia and Maryland. The plants make a very vigorous growth and are quite productive when grown in this area. Moving north, you do not get the high yields obtained in North Carolina.

ALBRITTON berries are beautiful. We know of no other strawberry that has more class and they demand a premium price in markets where they are available. The berries are vivid red, turning to deeper red when fully ripe. They are glossy, uniform in shape with exceptional flavor and large size. ALBRITTON is generally considered a good freezing berry.

We have a nice supply of some very beautiful ALBRITTON plants that will produce for you.

FLETCHER

High flavor — good freezer

Northern growers will be interested in the FLETCHER, descended from Midland and Suwannee. It is a late mid-season variety of high flavor and good freezing quality. The combination of heavy crops and good quality is hard to beat and northern growers will be delighted with FLETCHER on both scores.

FRONTENAC

Large and firm

FRONTENAC is another of the "F" series introduced by the New York State Experimental Station. It has in its parentage Erie and Fairfax and this is an excellent combination for production of large, firm, attractive berries that freeze well. FRONTENAC is adequately productive in plant growth and for a late variety in Northern locations, we recommend it.

Please send me 5,000 of your Earlibelle plants and 100 of your Superfection. The 6,000 Albritton we ordered from you last year were well received by my students and adult farmers. I have personally seen most of them this year and they are really beautiful. Thank you for sending such high quality plants and for giving such excellent service. Feel free to use this letter or any part of it in your advertising.

Truman A. Davis, Lattimore, N. C.



ERIE

ERIE is a cross of Sparkle and Premier introduced by the New York State Experiment Station at Geneva. With virus free plants of this variety you are sure of plenty of plants for a good fruiting row. ERIE makes strong, vigorous plants with deep green foliage. Fruit color is medium red, bright and attractive. ERIE is fair in quality with a moderately tough skin. ERIE ripens fairly late, along with Sparkle. Our plants this year of ERIE are beautiful.

VERY LATE VARIETIES

VESPER

Large and lovely — ever so productive

VESPER is the offspring of Utah Shipper and Jerseybelle and like Jerseybelle, it is a very productive variety. VESPER plants are vigorous and make runners well. Berries are rich red and glossy, large in size, with lovely cap of green. VESPER ripens later than Jerseybelle and is an excellent variety to extend the season for Northern growers. VESPER is susceptible to Verticillium Wilt and leaf disease and care must be taken to guard against attack. We consider VESPER a fine variety for the Northern states but cannot recommend it for growing south of New Jersey since it tends to become too soft in the South.

I received my order last year in first class shape, the plants were just wonderful — did not lose over 3 or 4 plants of my order. I am placing an order for 400 more plants this year. Thank you for your good service and will say again your plants are just out of this world.

Fay Algird, Canton, Ohio

REDSTAR

Beautiful foliage, good berries

REDSTAR, thanks to its virus free heritage, produces healthy, beautiful foliage on vigorous plants. The lateness of the REDSTAR season makes ample moisture a major requirement — while lateness in blooming prevents late frost kills, thereby extending the season for you as a grower. REDSTAR berries are large, medium firm, tart but very good in flavor and quality, and bright red in color. REDSTAR is resistant to leaf spot and scorch and is tolerant to virus but is not resistant to Red Stele and we would not advise setting REDSTAR in your land if you have any reason to believe Red Stele may be present. For the home gardener in the North who wishes to extend his berry season, we say try REDSTAR.



Our plants will produce for you.

AMBROSIA

Good and late

AMBROSIA had the reputation of being just about the best real late variety for a number of years. Then, along came virus free strains of the more popular Redstar about 1956 and AMBROSIA has taken a back seat since that time. However, for a good late variety, producing heavy crops of large, attractive, light colored berries that sell well, we recommend the AMBROSIA. AMBROSIA makes a strong, vigorous growth, although somewhat susceptible to leaf spot.

I am ordering more strawberry plants. The 300 Redstar plants I bought of you last year sure are a wonderful berry. I set them out the first of June, by July they were bearing berries. From the 300 plants, we picked a quart a day for more than 30 days. For flavor, they are wonderful and color is beautiful, and best of all, a good producer.

Carl Arnold, Whitewater, Wis.



EVERBEARING VARIETIES

The important characteristic of everbearing varieties is their ability to initiate flower buds and produce fruit through the summer and fall. Those growers interested more in extended production than in large quantities of fruit will be delighted with results from the everbearer recommended for his location. We hope one of the following will be your choice this year:

OGALLALA

High flavored berries of medium to large size. Plants are very productive and extremely hardy. This everbearer does well even as far North as Canada.

OZARK BEAUTY

One of the best everbearing kind for runner production — although main crop, as with most varieties, is borne on the mother plant. Berries are sweet, good flavored, and fine crops for eating and freezing can be depended on from this better than average everbearer.

SUPERFECTION

Remains a favorite with growers for hardy plants and production of excellent quality fruit. Berries are light red, inclined to be irregular in size, and somewhat tart. They are only moderately firm but quite attractive in appearance — and for table use and local market you can't beat SUPERFECTION. SUPERFECTION is not drought resistant and when sufficient natural moisture is lacking, additional water is required for best production and adequate runner formation.

We only raise enough strawberries for our own use but the results we have had with the the plants we obtained from you were truly gratifying. We recommended your plants to some neighbors who have raised strawberries for many years but said they had never bought plants as vigorous and healthy as yours. We are ordering 50 plants again this year so we can rotate beds each year.

Mrs. James R. Trego, Orion, Ill.

SAWDUST MULCH SPACED PLANT SYSTEM

A Good Way to Grow Everbearers

In this system the plants are set one foot apart. A two-foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

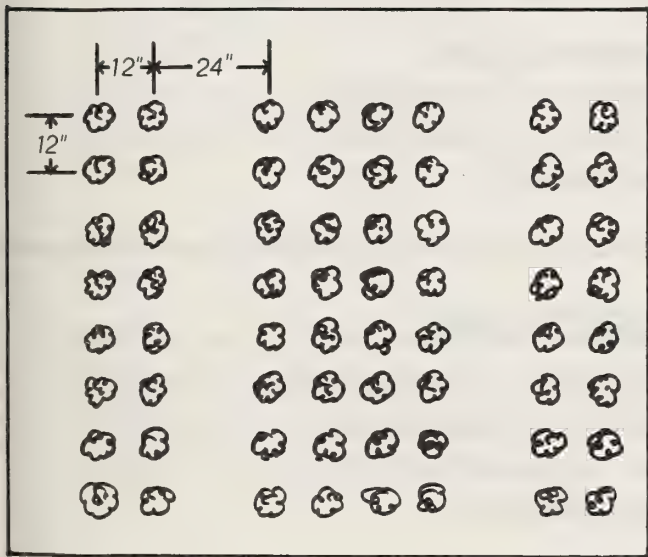
The plants should be set just as early in the spring as the land can be prepared — late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.



Sawdust mulch helps to conserve soil moisture during late summer and appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. It is best to maintain a full inch of mulch.

All blossoms which develop on the newly set plants should be removed until early June, or later if plant growth has not been vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth. If dry weather occurs the crop can be greatly increased in size and quality by irrigation. All runners should be removed from the plants as fast as they develop to insure highest yields.

The Ohio system and variations have been used in many areas for best results with ever-bearers. The cost comes high per acre with more plants and much hand labor required. All reports indicate a carefully managed small or medium size patch will give high profits.



OUR GUARANTEE

W. F. Allen Company guarantees that our superior plants will grow for you. Write us within 45 days if you are not completely satisfied and we will replace the plants or refund your money. After 45 days and within one year of the date the plants were shipped, any plants not satisfactory will be replaced at one-half price. This guarantee applies only to the price of the plants and no further responsibility or liability is implied.

FAMILY GARDEN

You Get The Best and

Order one of these Garden Collections and receive the best varieties at big savings. Transportation is included in our prices.

Strawberries are successfully grown by all ages — with pride and profit. Experience is not necessary in growing this ideal crop which offers so many ways to be enjoyed — fresh from the vines (and that fresh flavor

MIDDLE STATES GARDEN COLLECTIONS

Well adapted for production of luscious berries.

MIDLAND — Very early; freezing excellence.

FAIRFAX — Finest quality; the garden berry deluxe!

SURECROP — Extremely vigorous; high yield.

TENNESSEE BEAUTY — Best late variety for the middle states.

NORTHERN STATES GARDEN COLLECTIONS

EARLIDAWN — Earliest of all; frost resistant.

CATSKILL — Hardy and productive; our best seller.

SPARKLE — Late; excellent for freezing; productive.

FLETCHER — Heavy crops — good quality.

NEWEST VARIETY COLLECTIONS

SUNRISE — Early; disease resistant; firm; bright red color.

SUWANNEE — Old variety revived — highest flavor.

CITATION — Productive — firm — excellent processor.

FLETCHER — Heavy crops — good quality.

*Shipping our plants
in the 1890's.*



COLLECTIONS

Costs You Less!

can be relished the year around by freezing some of them), preserves, jams, and strawberry shortcake.

Good health comes through the exercise and fresh air you enjoy in planting, growing, and picking this taste treat. You can afford this luxury food by growing them yourselves. The wise grower just can't go wrong in ordering one of these *Collections* that have been selected with care.

Collection A	100 plants, 25 each of the 4 kinds		\$ 8.20
Collection B	200 plants, 50 each of the 4 kinds		13.05
Collection C	400 plants, 100 each of the 4 kinds		20.70
Collection D	1000 plants, 250 each of the 4 kinds		42.40

We pay transportation

Collection E	100 plants, 25 each of the 4 kinds		\$ 8.40
Collection F	200 plants, 50 each of the 4 kinds		13.30
Collection G	400 plants, 100 each of the 4 kinds		21.15
Collection H	1000 plants, 250 each of the 4 kinds		43.20

We pay transportation

Collection K	100 plants, 25 each of the 4 kinds		\$ 8.50
Collection L	200 plants, 50 each of the 4 kinds		13.50
Collection M	400 plants, 100 each of the 4 kinds		21.50
Collection N	1000 plants, 250 each of the 4 kinds		44.50

We pay transportation



Allen plants leaving our offices in the 1920's.



SPARKLE

See Page 13



MIDWAY

See Page 10

STANDARD OF THE INDUSTRY



W.F. ALLEN CO.
SALISBURY MARYLAND

FOR OVER 80 YEARS



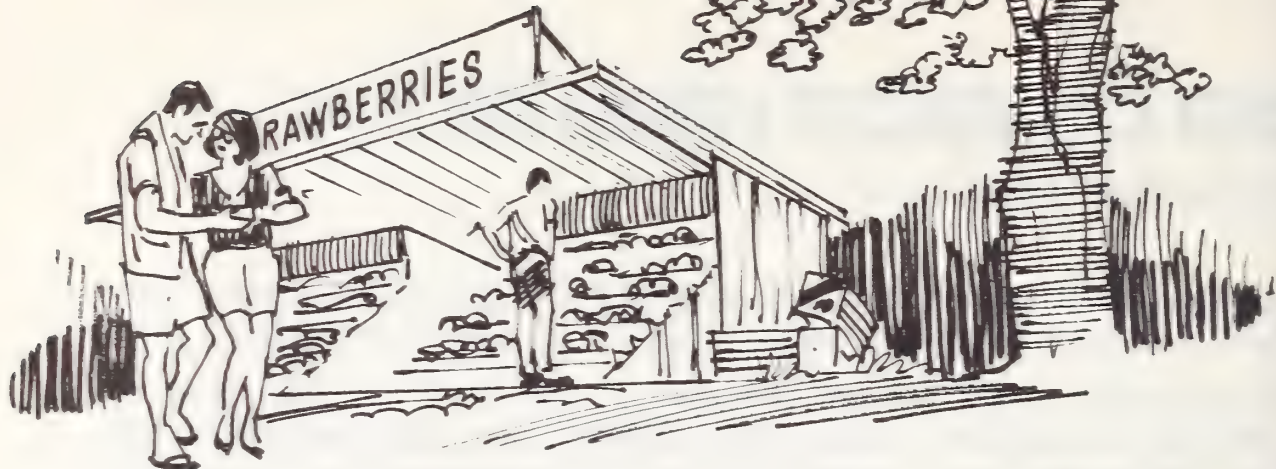
POCAHONTAS

See Page 11



ROBINSON

See Page 14



MAKING MONEY WITH STRAWBERRIES

Strawberries can be grown consistently with as high a monetary return for the investment as any crop there is. You must grow good berries which will pay for the extra effort used in producing them. The price of strawberries is dependent upon quality, and quality makes it easy to sell your berries at a nice profit.

SOME THINGS TO CONSIDER

1. Strawberries can be grown anywhere with fine varieties suitable for every state.
2. Strawberries are an excellent way to utilize good land, especially in urban areas, because a high income per acre can be expected.
3. Strawberries have a wide variety of markets available—local stores, chain stores, restaurants, processors, commission houses, roadside markets and "Pick Your Own" projects.
4. Strawberries require little machinery with little capital investment.
5. Strawberries are the first fruit crop of the season.
6. Strawberries under irrigation are protected in the spring from frost damage and the berries produced are larger and better with ample moisture.
7. Strawberries are excellent as a family business or a commercial venture. The work is suitable for older people, women and children.
8. Strawberries appeal to everybody. No one can resist quality berries offered at either retail or wholesale.

SOME THINGS TO WATCH OUT FOR

1. Do not plant more strawberries than you can care for. The profit in strawberries is in growing them well.
2. Do all the things necessary to grow good berries. Poor berries sell only when quality berries are not available.

"PICK YOUR OWN"

As we have said for several years, the "Pick Your Own" projects are increasing every year. Fields will vary from less than an acre to more than 20 acres, with the owner-grower having his crop picked by his customers. Packages are in most cases supplied by the grower so the harvesting operation consists of supervising the customer-pickers and collecting the money for the fruit. Any location within a few miles of a population center is a natural for this type of berry growing.

A person living in the city is able through "Pick Your Own" to get a supply of completely fresh strawberries for his own use with an outing that is both work and fun.

In most cases "Pick Your Own" has the unique situation of providing an ever-increasing market, as satisfied customers tell their friends and, like gossip, more and more people find out. Usually "Pick Your Owners" have a regular mailing list by which they let customers of past years know what variety will be available and when. A small ad in the newspaper, a spot announcement on the local radio station, or other means of publicity may be necessary to bring customers for the first time. After your reputation for good berries is established they will be back.



COMMONSENSE METHODS FOR GROWING STRAWBERRIES

STRAWBERRIES are grown successfully in every state. They are easy to grow and beginners are proud of their fine berries.

BEARING. Standard varieties set in the spring of 1968 will bear their best crops in May or June of 1969. Everbearing varieties set in the spring produce berries in late summer and fall of the same year.

PLANTING. Early spring planting is of the greatest importance in growing strawberries. This means just as early in the spring as the weather permits you to get the ground ready and the plants set. The plants may become established while the soil is still cool and moist and a good stand with resultant growth becomes the rule. With dormant plants and irrigation, later setting is possible but it is not as easy. Planting time is usually February, March and early April in the southern states; March and April in the middle states; April and May in the northern states.

LATE FALL PLANTING with the idea of getting a partial crop the following May or June is not generally a good practice. Results in most cases do not justify the extra effort, even though the job may be done when not so rushed and the hazard of bad weather in the spring delaying planting is avoided. It must be remembered that you have the trouble of mulching through an extra winter and more work in controlling weeds and grass. Of course, if the plants survive the winter successfully, they do start earlier and grow better than spring set plants but dormant plants largely offset this advantage.

PLANTING DISTANCES. In general we recommend setting plants 18 to 20 inches apart in rows 4 feet apart. This requires a little over 7,000 plants per acre. (See table) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants and for varieties which are not virus free.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 by 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 19. There are many variations of the hill system. One of the most practical is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	18 "	7,128 "

SOIL AND LOCATION. Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers.

1. In rolling country a sloping field gives better air drainage and less injurious frosts.

2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion.



3. Follow a hoed crop to make less weeds and grass to contend with in the strawberries.

4. Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlordane makes the use of sod land much safer. With treatment we would prefer good sod land to poor cultivated land.

5. Change the place of the strawberry bed every few years. It will help to keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble.

6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries.

7. Most important of all — Select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil. Of course, if irrigation is available, you can give the plants water when necessary.

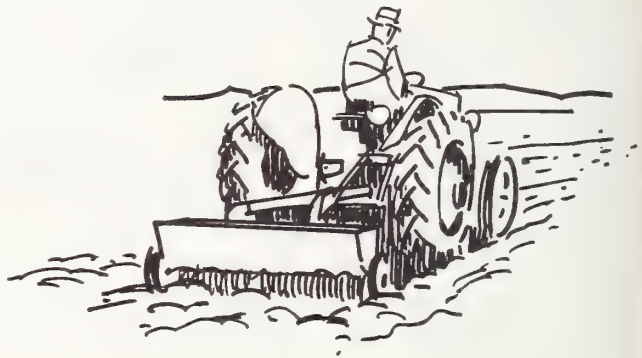
LAND PREPARATION. In late winter or very early spring the land should be plowed or in small plots spaded to a depth of 6 to 8 inches. Then with a harrow or rake it should be leveled off to form a smooth friable planting bed. Here are some of the things which are not

necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog, or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparations for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning, especially in dry seasons. If used, apply poultry manure to field or garden in the fall for spring planting.



For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure one to two bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

PUTTING PLANTS IN GROUND. Any method is good which leaves the roots reasonably straight down in the soil. It is best if the roots are spread with the soil pressed tightly against them and the bud just at the surface. With plants that

have very long roots, clipping them off to about 4 or 5 inches, which will not hurt the plants, will make a good job of setting easier. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture)



As far as setting tools are concerned, a good garden trowel is best for work in small plots; in larger fields it is common practice to use a transplanter. With a transplanter it is very important that the setting depth of the plants be checked behind the planter.

CHEMICAL FERTILIZER. On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of nitrogen, 5 to 10% of phosphorus, and 2 to 3% of potassium may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate of ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal or dried blood are safe to use.

Whatever the soil preparation and earlier treatment, it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary.

If color and growth are not satisfactory at that time, apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury. An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

LIME. If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best; 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

CARE OF PLANTS. Plants should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room.

Burying the crate or package for a while in a snowbank is satisfactory. The very best way to hold plants is in cold storage between 29 and 32° — never never put plants in a freezer where temperatures will go below 28°.

CULTIVATING, HOEING AND TRAINING. The purpose of cultivating and hoeing is to control weeds and keep the top soil loose so as to conserve soil moisture and enable the new runners to take root. Shallow cultivation and hoeing is best — not to exceed 2 inches.

1. Uncover the buds. Any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in doing this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

2. Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly

set plant to make a strong, vigorous plant growth.

3. Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crop of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is enough. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row $1\frac{1}{2}$ to $2\frac{1}{2}$ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.



WEED KILLERS. There is much work being done with weed killers at the various State Experiment Stations. We recommend that you write the Experiment Station in your state for their recommendations for your locality. In the right situation weed killers can be a tremendous help but nobody should set an acreage of plants too large to care for if the weed killers do not do the job. We doubt if chemical weed control is practical or necessary on very small plots. Diphenamid has been one of the most promising materials from our experience and observation.

MULCHES. Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture, and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to

28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, at least partly, soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections, sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

IRRIGATION. If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not mandatory. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table. Irrigation during the danger hours will save a strawberry crop from severe frost and freeze damage with temperatures as low as 20° F. during bloom.

DISEASES AND INSECTS. If a problem arises, we suggest you contact your local County Agent and your State Experiment Station for information and their recommendations. The U. S. Department of Agriculture has two bulletins which are quite good. Farmer's Bulletin #2140 (Strawberry Diseases) and Farmer's Bulletin #2184 (Strawberry Insects) may be obtained from the Superintendent of Documents, Washington 25, D. C., for 15¢ and 10¢ respectively.

If red stele becomes a problem, your best bet is to pick a variety that is resistant, such as Sunrise, Surecrop, Redglow, Midway, Fairland, and Sparkle.

Verticillium wilt, which causes "summer dying" of strawberry plants, is a problem in some areas of the north, but fortunately we have never seen it on our farms here in Maryland. It is more likely to occur following a crop such as tomato, Idaho potato, egg plant and pepper. Earlidawn is the most susceptible variety, along with Redstar, Sparkle, Jerseybelle, Armore, Pocahontas, Midway, Midland, and Dixieland. Among the resistant varieties are Sunrise, Premier, Catskill, Surecrop, Robinson, Tennessee Beauty, and Superfection. Most other varieties fall somewhere in between with an intermediate degree of resistance.

HOW TO ORDER

- 1. ADDRESS.** Print your name, street address if you live in the city or Route and Box Number if you live in the country, Postoffice, State and Zip Code on the order blank. If you have given a Route and Box Number address, please include name of road you live on and nearest crossroad.

- 2. VARIETIES.** Decide the number of plants of each variety you want. List on the order blank, referring to Page 28 for prices.

- 3. TRANSPORTATION.** Delivery charges are in addition to prices on Page 28. We will ship the best way for your location for an additional 10% of the cost of plants (15% west of the Mississippi).

- 4. PAYMENT.** Add the cost of the plants and transportation costs and include check or money order, payable to W. F. Allen Company, in this amount with your order.

- 5. SHIPPING DATE.** Fill in date you would like plants shipped in blank space provided at bottom of order blank. If you do not fill in this blank, we will ship on date best suited to your locality, advising you when order is received. Planting as early as the weather permits is the rule. See Page 23.

- 6. AIR TRANSPORTATION.** Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

VIRUS FREE (REGISTERED)

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100% free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

TRUE TO NAME

WE TAKE EVERY PRECAUTION TO HAVE ALL PLANTS TRUE TO NAME. WE WILL REPLACE THE PLANTS OR REFUND YOUR MONEY IF ANY PROVE OTHERWISE BUT WE WILL NOT BE RESPONSIBLE FOR ANY SUM GREATER THAN THE COST OF THE PLANTS ORDERED.

PRICE LIST FOR CALENDAR YEAR 1968

EARLY VARIETIES	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1000 plants	5000 plants
Blakemore	\$2.20	\$3.30	\$4.10	\$4.95	\$6.85	\$8.35	\$9.65	\$14.30	\$22.00	\$107.50
Dabreak	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Dixieland	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Dorsett *	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	
Earlibelle	2.00	3.00	3.75	4.50	6.25	7.60	8.75	13.00	20.00	97.50
Earlidawn	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Fairfax	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Florida 90	1.80	2.70	3.35	4.05	5.60	6.85	7.90	11.70	18.00	90.00
Headliner	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Midland	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Missionary	1.80	2.70	3.35	4.05	5.60	6.85	7.90	11.70	18.00	90.00
Premier	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
Redcoat	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Redglow	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Senator Dunlap	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
Sunrise	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Suwannee	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50

MIDSEASON VARIETIES

Big Joe *	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	
Catskill	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Citation	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Empire	2.40	3.60	4.50	5.40	7.45	9.10	10.50	15.60	24.00	117.50
Fairland	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	
Fulton	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	
Midway	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Pocahontas	2.45	3.70	4.60	5.50	7.65	9.30	10.75	15.95	24.50	120.00
Surecrop	2.40	3.60	4.50	5.40	7.45	9.10	10.50	15.60	24.00	117.50

LATE VARIETIES

Albritton	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
Armored	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
Erie	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Fletcher	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Frontenac	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25		
Jerseybelle	2.75	4.15	5.15	6.20	8.60	10.45	12.05	17.90	27.50	135.00
Robinson	2.40	3.60	4.50	5.40	7.45	9.10	10.50	15.60	24.00	117.50
Sparkle	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Tennessee Beauty	2.40	3.60	4.50	5.40	7.45	9.10	10.50	15.60	24.00	117.50

VERY LATE VARIETIES

Ambrosia *	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	
Redstar	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Vesper	2.90	4.35	5.45	6.55	9.05	11.00	12.70	18.85	29.00	142.50

EVERBEARING VARIETIES

Ogallala	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	
Ozark Beauty	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
Superfection	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50

* Not virus free

Our plants are tied and sold in bunches of 25 and we do not sell less than 25 of any variety.

Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.

The prices on this page do not cover transportation costs from Salisbury, Maryland to your home. See Page 27.

If 10,000 or more plants of one variety are desired, please write us for quotation.

PLANTS FOR THIS SEASON ARE NOT SUFFICIENTLY MATURE OR DORMANT TO DIG UNTIL NOVEMBER 15th.



JERSEYBELLE

A close-up photograph of several large, ripe, red Jersey Belle strawberries. The strawberries are arranged in a cluster, showing their characteristic large size and deep red color. Each strawberry has a green leafy calyx at the top. The background is plain white.

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ALLEN'S PLANTS / *Standard of the Industry for 83 Years*



SURECROP

A close-up photograph of several ripe, red Surecrop strawberries. The strawberries are shown in a cluster, highlighting their bright red color and textured surface. Green leafy calyxes are visible on top of each fruit. The background is plain white.

See Page 9

CATSKILL

See Page 10



W.F. ALLEN CO.

**SALISBURY MARYLAND 21801
TELEPHONE (301) 742-7123**



TENN. BEAUTY

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